



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-06-2012 PAGE: 1 of 2

STRATEGIC MEDIA PLACEMENT - 19184
ATTN: WHITNEY EVERSOLE
7669 STAGERS LOOP
DELAWARE OH 43015

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
404336	11-01-2012	11-05-2012	2	GARGANIO AND O'BRIEN, ELECTION FUN	BURLINGTON COUNTY FREEHOLDER	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 3201			CMS # 247670	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 11-03-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247670		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 3201															
1	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	1							1	1,500	1	1,500.00	
2	11-06-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15		2						2	750	2	1,500.00	
			(BOOKENDS)															
3	11-03-2012	11-03-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SA (7098)	9	30						1		1	1,400	1	1,400.00	
4	11-04-2012	11-04-2012	08:00AM - 09:00AM	WEEKEND NWS GMA SU (7099)	9	30							1	1	1,400	1	1,400.00	
5	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	15	2							2	1,100	2	2,200.00	
			(BOOKENDS)															
6	11-05-2012	11-05-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	9	15	2							2	1,600	2	3,200.00	
			(BOOKENDS)															
7	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	1							1	1,500	1	1,500.00	
8	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	15	2							2	750	2	1,500.00	
			(BOOKENDS)															
9	11-05-2012	11-05-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30	1							1	2,200	1	2,200.00	
10	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	1							1	1,500	1	1,500.00	
11	11-05-2012	11-05-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	15	2							2	750	2	1,500.00	
			(BOOKENDS)															
12	11-05-2012	11-05-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	9	30	1							1	1,000	1	1,000.00	
13	11-05-2012	11-05-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)	8	15	2							2	175	2	350.00	
			(BOOKENDS)															
14	11-05-2012	11-05-2012	02:05AM - 04:59AM	LF OVERNIGHTS 205-459A MO-SU (6994)	8	30	1							1	50	1	50.00	
15	11-06-2012	11-06-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		1						1	1,500	1	1,500.00	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 404336	Contract Dt 11-01-2012	Revision Dt 11-05-2012	Rev# 2	Advertiser GARGANIO AND O'BRIEN, ELECTION FUN	Brand BURLINGTON COUNTY FREEHOLDER	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA								
Agency Est# 3201			CMS # 247670	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 11-03-2012	End Date 11-06-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247670						
Line	Start Date	End Date	Time Period	Description					RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: E : 3201																			
16	11-06-2012	11-06-2012	06:00AM - 07:00AM (BOOKENDS)	MORNING NEWS 6A MO-FR (6949)					9	15	2							2	750	2	1,500.00	
17	11-06-2012	11-06-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)					9	30	1							1	1,500	1	1,500.00	
18	11-06-2012	11-06-2012	07:00AM - 09:00AM (BOOKENDS)	MORNING NEWS GMA 7A MO-FR (6910)					9	15	2							2	750	2	1,500.00	
19	11-06-2012	11-06-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)					7	30	1							1	2,100	1	2,100.00	
																		Contracted Gross Total:		27	28,900.00	
																		Actual Gross Total:		27	28,900.00	
																		Agency Commission:			4,335.00	
																		Net Total:			24,565.00	
Month/YR			Preempted		Made Good		Contract Total		Adjustments										Actual Total			
Nov 12			0.00		0.00		28,900.00		0.00										28,900.00			
TOTAL			0.00		0.00		28,900.00		0.00										28,900.00			

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